Rain Notes

Four main reasons why people buy bottled water: fear of their tap water, taste, style, and convenience .Tap water costs about $2.14 in Indiana for 1,000 gallons of water .If one were to purchase the same amount of water of Coca Cola’s Dasani bottled water from the local super markets, at the price of $2.21 per gallon, it would cost $2.00 per bottle. People fear tap water will harm them. North American’s are afraid of waterborne diseases, microbes, and dirty pathogens. Also about 85 million bottles are thrown away everyday. People think bottled water is cheap, bottled water costs $2000 times the amount of tap water. People buy bottled water because of the artistic labels on the bottle.

Bottled water companies are the fastest growing and they make the most money in the entire beverage industry. They up to one million litres of water a day to make bottled water. Companies pay a small fee to withdraw millions of litres of water. Coca-Cola and PepsiCo take water from the local taps for a tiny fee. Publicly tap water costs only a tiny fraction depending on rates of water compared what we pay for bottled water.

When you hold a water bottle up it said you were sophisticated, and you understood what was happening. When people buy bottled water they’re buying is Polyethylene Terephthalate. Advertising makes the product look good and it makes us want to buy it, but it’s not good for us.